

CLAIMS

1. A method of forming a consultative proposal comprising:
 - generating a series of questions;
 - receiving responses to the series of questions;
 - calculating terms for portions of the consultative proposal;
 - combining the terms for portions of the consultative proposal with static information to form a completed consultative proposal; and
 - presenting the consultative proposal.
2. The method of claim 1, wherein no more than 10 questions are generated.
3. The method of claim 1, wherein the consultative proposal relates to vehicle fleet management.
4. The method of claim 1, wherein the questions are generated from a database and are transmitted over a computer network.
5. The method of claim 1, wherein calculating the terms includes providing an estimation of savings when using the services of a fleet management company based upon the responses received.
6. The method of claim 1, wherein presenting the consultative proposal includes transmitting an electronic file over a computer network, wherein the electronic file is capable of being displayed on an electronic device.
7. The method of claim 1, wherein presenting the consultative proposal includes transmitting a facsimile.

15. The method of claim 9, wherein the questions include a question regarding how maintenance expenses are handled.

16. The method of claim 9, wherein the questions include a question regarding which jurisdiction the fleet is in for tax purposes.

17. The method of claim 9, wherein the consultative proposal is electronically generated and presented to the user nearly instantaneously.

18. The method of claim 9, wherein no more than 10 questions are generated.

19. A system for generating consultative proposals comprising:
a database for storing static promotional material, criteria for calculations and questions related to fleet management; and
a computer having software running thereon to generate a series of questions related to fleet management from the database, transmit the questions to a remote terminal, receive responses to the questions, perform calculations based on the criteria for calculation stored within the database, and generate a consultative proposal based upon the calculations and including at least portions of the static promotional material.

20. The system of claim 19 wherein the computer is a server remotely accessible via a computer network.

21. The system of claim 20 wherein the computer network is the Internet.

22. A computer readable medium having instructions thereon to cause a computer to:

generate a series of questions;
receive responses to the series of questions;
calculate terms for portions of the consultative proposal;
combine the terms for portions of the consultative proposal with
static information to form a completed consultative
proposal; and
present the consultative proposal.

23. The computer readable medium of claim 22, wherein no more than 10 questions are generated.

24. The computer readable medium of claim 22, wherein the consultative proposal relates to vehicle fleet management.

25. The computer readable medium of claim 22, wherein the questions are generated from a database and are transmitted over a computer network.

26. The computer readable medium of claim 22, wherein calculating the terms includes providing an estimation of savings when using the services of a fleet management company based upon the responses received.

27. The computer readable medium of claim 22, wherein presenting the consultative proposal includes transmitting an electronic file over a computer network, wherein the electronic file is capable of being displayed on an electronic device.

28. The computer readable medium of claim 22, wherein presenting the consultative proposal includes transmitting a facsimile.

29. The computer readable medium of claim 22, wherein presenting the consultative proposal includes delivering a hard copy.

30. A computer readable medium having instructions thereon to cause a computer to:

provide a series of questions regarding a fleet of vehicles over a computer network to a user terminal;
receive a response to the series of questions in an electronic format;
calculate potential savings for the operation of a fleet of vehicles based upon data stored within a database and the response received;
combine the calculated potential savings along with static promotional material to form a completed consultative proposal; and
present the consultative proposal.

31. The computer readable medium of claim 30, wherein the questions include a question regarding how the user acquires vehicles.

32. The computer readable medium of claim 30, wherein the questions include a question regarding how the user funds fleet purchases.

33. The computer readable medium of claim 30, wherein the questions include a question regarding how fleet vehicles are disposed of by the user.

34. The computer readable medium of claim 30, wherein the questions include a question regarding the types of vehicles in the fleet.

35. The computer readable medium of claim 30, wherein the questions include a question regarding how fuel expenditures are handled.

36. The computer readable medium of claim 30, wherein the questions include a question regarding how maintenance expenses are handled.

37. The computer readable medium of claim 30, wherein the questions include a question regarding which jurisdiction the fleet is in for tax purposes.

38. The computer readable medium of claim 30, wherein the consultative proposal is electronically generated and presented to the user nearly instantaneously.

39. The computer readable medium of claim 30, wherein no more than 10 questions are generated.